

REMARKS

Applicants have amended claims 1, 2 and 7. This amendments find support, for example, at page 6, lines 4-27, of the specification and FIG. 2 of the application. Claim 3 has been amended to reflect the amendment of claim 2.

Claims 1, 2 and 7 have been rejected under 35 USC 103(a) as unpatentable over U.S. Patent No. 6,552,702 (Abe) in view of U.S. Patent No. 6,654,028 (Yamakawa). Applicants respectfully traverse this rejection.

Claim 1 as amended states that the γ -correction voltages independently generated by the γ -correction voltage switching circuit for the respective color components are supplied to a corresponding DA converter for γ -correction as a reference voltage of the DA converter. Because the reference voltage of the γ -correction DA converter is adjusted for each color components, the color reproducibility is set at the optimal level. See page 9, lines 14-22, of the specification. The Examiner seems to equate Abe's data rearrangement unit 3 and luminance data converter 4 collectively to the claimed γ -correction voltage switching circuit. See page 3 of the Action. Applicants respectfully disagree.

Abe's luminance data converter 4 does perform a γ -correction, i.e., "gamma conversion," as explained at column 12, lines 57-61, of Abe. The Examiner points out Abe's γ -correction properly at page 3 of the Action. However, Abe's luminance data converter 4 relies on a gamma conversion table and thus is not a DA converter as claimed. See column 8, lines 40-42, of Abe.

Abe's display device does include DA converter 7e. However, Abe's DA converter 7e receives a power voltage as its reference voltage, contrary to the claim language. See column 17, lines 56-62, of Abe. Furthermore, Abe's DA converter 7e functions only for adding the reference voltage to the image data and not for a γ -correction as claimed. See column 17, line 64 - column 18, line 2, of Abe. In fact, Abe's DA converter 7e cannot and does not perform a γ -correction, because Abe's γ -correction has been already performed by the luminance data converter 4, as explained above. Thus, Abe does not teach or suggest the claimed γ -correction

voltage switching circuit that supplies γ -correction voltages to the DC converter as a reference voltage. Yamakawa does not cure the deficiencies of Abe.

Claim 2 recites a γ -correction voltage switching circuit that is similar to that of claim 1 and is not disclosed by Abe and Yamakawa. Claim 7 presents the γ -correction recited in claims 1 and 2 in a method claim format. The rejection of claims 1-2 and 7 under 35 USC 103(a) over Abe and Yamakawa should be withdrawn because they do not teach or suggest the claimed invention as a whole.

The other rejections rely on Abe and Yamakawa and thus should be withdrawn as well because they do not provide the teachings for which they are cited.

In light of the above, a Notice of Allowance is solicited.

In the event that the transmittal letter is separated from this document and the Patent and Trademark Office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952**, referencing Docket No. **606402013300**.

Respectfully submitted,

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